

CELEBRATING DEC. 25

Yuletide Festival Once Marked
Return of Sun God.Observance of Day is Habit of More
Than Twenty Centuries' Standing—
"Yule" Means Sun—Communi-
ty Christmas Trees.

Celebrating the 25th of December is a habit of more than twenty centuries' standing. It is a remnant of that good nature of our early ancestors, which has disappeared to a great extent with the increasing problems of civilization. All the rest of the year, writes Frederic J. Haskin, we fight and grab things away from each other and wear out nerves to a frazzle, but at Christmas we close our commercial exchanges, eat tremendous quantities of food and send presents and postal cards to our friends and relatives bearing our good wishes. At least this is what we are supposed to do. Many people do a great deal more in the way of community Christmas trees, visits to the hospitals and baskets for the poor, and still others regard the whole thing as absurd and consider abstinence from Christmas gifts a sign of strength of character.

Long before the birth of Christ our ancestors in northwestern Europe celebrated the 25th of December, which marked the passing of the winter solstice or the return of the sun in the heavens after conquering the powers of darkness. That was the day of the sun worshippers. The problem of the universe was just beginning to puzzle and our ancestors figured it out in a straightforward manner that was not half bad for supposed savages. All plant life, it was observed, depended on the sun for its existence, and all animal life depended on plant life, so that the power of the sun was greatly respected and it was personified in the person of the god Thor. Thor was watched with considerable interest, since there was always some doubt as to whether he would survive the winter solstice. Hence the feasting and merrymaking when he continued to shine clear and strong in the heavens.

Meaning of the Word "Yule."

Besides Thor there were numerous gods who lived in the branches of trees. Therefore the people gathered mistletoe boughs and holly branches and put them in conspicuous positions in their houses, where they might easily be seen from the outside, in the hope that some wandering god would take a fancy to them and take up his residence among the red berries. In Germany the early Huns chopped down the evergreens and brought them indoors for the same purpose. The burning of the yule log and the term yuletide are survivals of these early December festivals whose influence is still to be seen today in our own Christmas celebrations. "Yule" means sun.

With the dawn of Christianity and the conversion of the sun worshippers, the birth of Christ was substituted as the cause for celebration and the festivities became religious demonstrations. The people still gormandized, trimmed their houses with holly branches and gave presents, but the 25th of December usually saw them comfortably seated in church.

So Christmas has come down to us with all these traditions. The German Santa Claus legend has improved it considerably for the children, and it is now known almost entirely as the children's season.

Community Christmas Trees.

Among the finest Christmas institutions today is the community Christmas tree, which originated in Madison square, New York, five years ago and since then has spread to communities all over the United States. The community "Tree of Light" is usually planted in a central location in the city, trimmed with balls and ornaments and lighted with electricity. Citizens are organized into committees to collect donations for the tree and employ bands of musicians to play Christmas carols and hymns. In Baltimore last year groups of men and boys carrying holly-trimmed lanterns walked through the streets singing and greeting each pedestrian with "Merry Christmas!"

While every year there is an increasing number of persons who decide to "be sensible" and send cards in the place of Christmas presents, the average person lacks the courage to face his family empty-handed on Christmas morning. But Christmas is a spirit, which you either have or haven't. If you haven't it, the holidays are only a bore; on the other hand if you allow yourself to become enthusiastic there is really a lot of fun to be derived from it, even though you're lonely and away from home. Last year a traveling man who was compelled to spend Christmas away from his family in a strange city gathered a number of little tenement waifs together, took them into a "big" restaurant and treated them all to a Christmas dinner. "I never had so much fun in my life," declared the traveling man.

The Christ-Babe.

We give the Christ-babe his cradle in our hearts, and afterwards he sets up his cross in our hearts, and in our hearts he plants his throne.

A Real Good Fellow.

A real good fellow is a man who keeps something of the Christmas spirit all the year round.

The Christmas Spirit

IN THE grim business of war, and under the spur of conservation pleas wrongly understood, there is danger this year that something of the Christmas spirit will be lost. Never before has it been more important that it should not be. The Christmas spirit as well as civilization and liberty must be saved. The world is in the midst of a war that is wrenching men's hearts; a nation that has made peace its emblem is throwing itself and every resource into the conflict; on all sides sons have parted from mothers and fathers; news of casualties is being received. Under such circumstances it might be natural for the weak to yield to depression. This must not be. There is a brave and cheery side to the picture, which must be kept constantly in our hearts and minds.

Preserving and accelerating the Christmas spirit of other years will help do this; omission of the usual acts of kindness and generosity will add needlessly to the depression that all are trying to drive from them. Hearts were never in greater need of cheering than this year. Nor was there ever greater need for an outlet of the spirit of kindness and generosity in man. We are engaged in the unpleasant business of bringing to her senses by force a brutal government. That is the task of the hour. But it should not be permitted to blind our eyes to the things wholly of the spirit, to dull sensibilities into disregard of obligations less pressingly important, but equally essential to the preservation of the finest type of American manhood and womanhood. That is why charities in war times should be more generously supported than in days of peace; why this Christmas should be made, if possible, cheerier and happier than any Christmas that has gone before.

There are some people who cannot afford to observe this Christmas as they have observed it in years preceding. There are others who can better afford to be generous than ever. All should give in proportion. There is no reason why they should not, and every reason why they should. Not to do so will be unpatriotic and selfish.

BOOSTER'S INN

Logan's Booster's Inn is known from San Francisco to New York, and we care say in every state of the union. For a long time it was the one supreme eating house in the city. Later places of like character opened their doors, and tall later the Hotel's Cafe came into prominence, but throughout it all the famous Booster's Inn has held its own and more. Its reputation has been made by the excellence of its service and the quality of its eatables. Mr. James Hansen, the present proprietor, conducts this "Cafe Pre-eminent" and no matter how much he buys before the next rolls around he is completely eaten out. The Booster's Inn has made a record of which any house might well be proud, but the best of it all is Mr. Hansen is never satisfied with the record of today, so he goes right after a better record tomorrow and brings it there every time.

THE BLUEBIRD

One of the nicest little places in the entire United States is the Bluebird. Commodious, spotlessly clean, elegantly furnished, and perfectly managed it provides refreshments for hundreds of the people every day the week. Its ice creams and sodas are unexcelled, and its candies hold the blue ribbon. Under the management of Mr. O. Guy Cardon, assisted by Mark Nuburger, this favorite gathering place for the thirsty and those possessed of a "sweet tooth" enjoys a patronage that might well be the envy of much larger establishments. The Bluebird manufactures its own products and is very particular to see that each and every article is one hundred per cent pure. A satisfactory holiday trade is already an assured fact.

THREE RULES STORE

That Manager Mau of the Three Rules Store is more than keeping up the standard of the Three Rules

Stores throughout the country, is evidenced by the crowds that daily visit his store on West Center street. With a complete line of Dry Goods, and especially well stocked with ladies and children's ware, Mr. Mau's courteous help are kept busy supplying his satisfied customers. Mr. Mau took a bold stand last summer when the uniform hour for closing was considered by the business people, and through his good work, assisted the committee very materially in making the order a complete success. He believes in making rules and then strictly living up to them. Three Rules indicates that he is not long on rules, however, but when rules are agreed upon that settles it, they will be obeyed if he has his way.

LOGAN HARDWARE CO.

The Logan Hardware Company is headquarters for Silverware, Electric Washers, Aluminumware, Tinware, Cooking Utensils, and a large assortment of tools and general hardware of all kinds. During the holiday season the management also carries a very fine assortment of toys, something that always makes the children happy on Christmas morning. The company is managed by Mr. W. R. Sloan, former bishop of the Logan Second ward where he won the love and respect of all through his devotion to duty and wise and substantial counsel and advice. The successful house enjoys a large trade and has the reputation of always selling a first class article at the lowest market price.

CACHE AUTO CO.

If you do business once with the Cache Auto Company you are hitched forever, especially if you come in contact with the smile of Manager Merkley's face. He wears that everlasting smile that never wears off, and reflects its sunshine in his general conversation, and manner of doing business. Always on the job, and with a full line of automobile supplies and accessories, he has built up a business that commands the

R. J. MARTIN, President

A. SCHUMANN, Manager

Logan Wholesale Grocery Co.

"WHERE THE DOLLAR DOES ITS DUTY"

54 West First North Street

LOGAN, UTAH

Money around the corner for you, It will pay you to come in and get our prices. Courteous treatment, whether you buy or not. All prices marked in plain figures. We advertise no specials. Quantity prices given to cattle and sheep men and other big buyers. Groceries for less because the selling and distributing of Groceries is a science with us. One policy, one price. You do not pay for service the other fellow gets. We sell for cash only. You do not pay the other fellow's bill. Our expenses are lower. You do not help pay for high rents, fancy fixtures or loss caused by inefficient clerk hire. Shipping orders given prompt and careful attention. We ship to all inter mountain points and help pay freight.

We have a full line of Xmas candies at reduced prices.

Fancy mixed nuts, all first
Grade stock, per pound\$.32
5 Pounds\$1.53
Fancy S. S. Walnuts, per lb.\$.35
Fancy Brazils, per lb.\$.30
Fancy Filberts, per lb.\$.24
Fancy Almonds, per lb.\$.30
Fancy Peanuts, per lb.\$.28
Fancy Black Figs, per lb.\$.25

Fancy Black Figs, 5 lbs 1.20
Fancy White Figs, 9-oz. pkg25
Small Package18
Fancy Apricots per lb26
Fancy Seeded Raisins 6 pkgs.73
Fancy Seedless Raisins, 6pkgs.79
Rice Pop Corn, 2 lbs. for25
Baker's Chocolate, per lb.39
Stollwerck's Chocolate, per lb.35
Hershey's Cocoa, per lb.37
Mince Meat, per pkg11
Lemon Peel, per lb34
Citron Peel, per lb39
2 1/2 lb. can Pumpkin 14c, 6 for80
10 lb. can dark Karo Syrup89
10 lb. can light Karo Syrup98
Best Wisconsin Full Cream Cheese, per lb42
Fancy Alberta Peaches, 2 cans35
6 Cans for 1.00
Small Can Oysters10
Per Dozen 1.15
Castile, Borax and Floating Soap, per bar 5c, six for28
5-Pound Crackers72
Fancy Green Tea, per lb45
Shillings Soda, 3 pkgs24
Shillings Best Coffee, 2 1/4 lb can95
Shillings Black Tea, per lb.85
Shillings Green Tea, per lb.73
Crisco, 9 lb can 3.10
Crisco, 6 lb can 2.10
Crisco, 3 lb can 1.10
Tall Cans Milk 15c; Per case 7.00
Macaroni, 6 packages55
Bulk Coconut, per lb35
Fancy Blue Rose Rice, 10 lbs 1.10
Flake White Soap, per case 5.90
Matches, per carton30

patronage and satisfaction of a wide of many large cars to pull them out tars on West Center street he has circle of friends. He handles the of the mud, when they cannot extr enjoyed a large and satisfactory famous Ford, the little machine that ate themselves with their own pow business and is already in need of is carried along in the jockey boxes or. Since moving into his new quar more room.

Candy of Quality!
And a Square Deal to All.

We do not sell one article below cost and overcharge you on another to make up the loss.

Quality has caused the demand, until we have 55 people working day and night, preparing tons of Candy, which will be on sale by all leading stores in Cache Valley.

Wait for our big Xmas Specials which will be made up and on display in a few days.

These specials will contain plenty of sugar, guaranteed strictly fresh, and will be sold at the right price.

Special Prices in Quantities.

W. F. Jensen Candy Co.

"Where Quality Rules."

LOGAN AND OGDEN, UTAH